

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR COLLECTING INFORMATION ABOUT A NETWORK USER

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ABSTRACT

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A system, method and computer program product are disclosed for collecting information about a user. A set of one or more rules for collecting information is obtained by a first application on a client. The first application is utilized to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules. The second application is utilized by a user to access sites coupled to the network. Information that that satisfies one or more rules of the set of rules is collected from the second application utilizing the first application. At least a portion of the collected information is stored on the client utilizing the first application. Content is received via the network for presentment by the first application based on the portion of the collected information stored on the client.